



2017

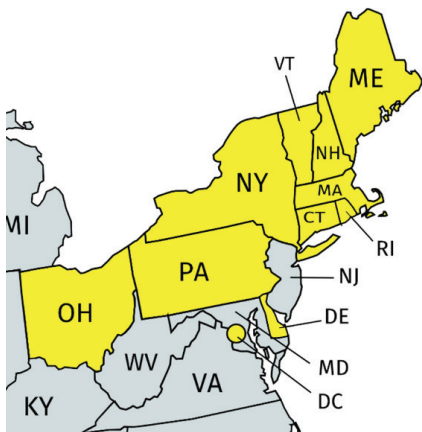
PENNSYLVANIA BEEF COUNCIL ANNUAL REPORT

Each year, the PA Beef Council (PBC) strives to make a significant impact across the Commonwealth with our annual program of events. The PBC staff also facilitates the Northeast Beef Promotion Initiative (NEBPI) which is funded by the Cattlemen's Beef Board's Operating Committee and covers the 12-state northeast region. All Beef Checkoff efforts, at both the state and region levels, are meant to impact beef demand through promotion, education and research efforts. The PBC directly engages consumers, consumer influencers, as well as, producer and youth audiences.

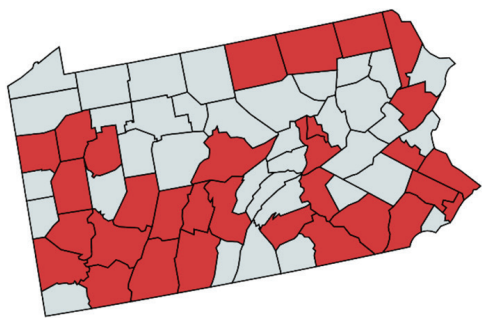
MAJOR HIGHLIGHTS

Total NEBPI Staff Led Events- 35

Total Staff Led PA Events- 107



Total NEBPI Unique
States Reached- 11



Total Unique PA
Counties Reached- 32

INFLUENCER & CHANNEL MARKETING EVENTS



Influencers of the beef industry can encompass a wide variety of industry and career professionals. Retail influencers are those folks in marketing, retail communication and/or meat department management. Food service influencers are food service distributors, executive chefs, culinary instructors and even post-secondary culinary students. Over the

course of this year, 13 PA events were hosted with influencers and 9 with channel marketers. Twelve additional influencer events were hosted in the Northeast plus 5 channel marketing events. These events include Nutrition Conferences, Dietetic meetings, Culinary Workshops and Blogger Tours.

VEAL MARKETING



The PA Beef Council was excited to partner once again with Mountain States Rosen, Formula One Feeds and Waja Farm Growers to provide high school culinary classrooms with fresh veal product. During the 2016-2017 School Year over 27 high school culinary classrooms received fresh veal product. Over 1800 students were

impacted as a result of this program. Feedback from both teachers and students was very positive – many students commenting this was their first experience with veal.

CONSUMER EVENTS



Improving market demand is an essential aspect of PA Beef Council's every day mission. This year, staff members executed 12 total consumer events in PA and the Northeast region. Consumer events are an exciting way for staff and producers to engage with consumers to help them

learn about the beef industry. Events like the Pennsylvania Farm Show, NBC4 Health and Fitness Expo, The Marine Corps Marathon and even the Boston Marathon all fall under our consumer events category.

PRODUCER EDUCATION



The PA BQA program is the foundation of the producer education programming for PA Beef Council. This year, a total of 39 producer education events were held in the Commonwealth. Events range from BQA certification programs, to hands on stockmanship trainings

and educational tradeshow exhibits. The BQA program continues to gain momentum with nearly 4,800 producers registered in our BQA database. Producers use the educational resources provided via the programming to improve their best management practices on farm.

YOUTH OUTREACH



In total, 22 youth events were attended by PBC staff and another 3 in the northeast. Youth education helps to encourage the next generation of consumers to know the facts about beef. The educational outreach for youth varies from retail information, nutritional training and even producer education. By focusing on the upcoming generation of beef

producers and consumers, we can better predict and drive the demand for retail beef in the meat case.

PENNSYLVANIA BEEF COUNCIL FINANCIALS

PA Net Checkoff Collections	373,631
Contracts, Interest, Other income	690,837
	1,064,468
Promotion - Retail	22,676
Promotion - Foodservice	28,838
Promotion - Consumer	26,908
Education - Nutrition, Health & Safety	27,393
Education - Consumer & Youth	12,570
Education - Consumer Communications	24,285
Producer/Industry Relations - Education	1,150
Producer/Industry Relations - Checkoff	22,756
Producer/Industry Relations - Awareness	16,577
Producer/Industry Relations - Events & Other	29,666
Total Program Coordination	212,819
Total Contract Services	738,383
Net Administrative Costs	86,005
Unrestricted Expenses	667
Total Expenses	1,037,874
Excess Rev over Expenses	26,594

PENNSYLVANIA
BEEF COUNCIL